

Problem Solution Fit

Business Problems in Airline Industry

Airlines operate in a highly competitive and customer-centric market. They face multiple challenges:

1. Fragmented Customer Data

- Customer data is often scattered across different systems (reservation system, support desk, loyalty programs).
- No single view of customer journeys, leading to poor service and personalization.

2. Manual and Inefficient Processes

- Booking changes, cancellations, and refund requests are handled manually.
- These lead to delays, errors, and increased support workload.

3. Poor Customer Support

- Customers struggle to get real-time help or status updates.
- Agents lack complete information about customers, flights, or issues.

4. Ineffective Marketing

- Marketing campaigns are not tailored based on travel history or preferences.
- Lack of automation in customer re-engagement and loyalty programs.

5. No Real-time Analytics

- Decision-makers operate with outdated reports and siloed data.
- This limits agility in adjusting routes, pricing, and service quality.

How Salesforce Provides a Solution Fit

Salesforce offers a unified cloud platform that seamlessly integrates CRM, customer service, marketing, and analytics—tailored to airline needs.

1. Salesforce CRM – Centralized Customer View

- Consolidates all customer data (bookings, preferences, feedback).
- Enables personalized service, loyalty program integration, and upselling.

2. Service Cloud – Smarter Support

AI-powered support agents (chatbots) for FAQs, flight status, and ticketing.

- Case management workflows for refund, delay, and baggage complaints.
- Omni-channel support via phone, chat, email, and social.

3. Marketing Cloud – Targeted Engagement

- Personalized campaigns based on customer segments and travel history.
- Journey builder to automate touchpoints: booking confirmations, offers, check-in reminders.
- Email, SMS, and social marketing all in one place.

4. Salesforce Platform – Custom Airline Apps







- Build custom applications for check-in, flight rescheduling, refund automation.
- Integrate with legacy systems (GDS, ERP, flight operations).

- Mobile access for crew and ground staff.

◆ 5. Einstein Analytics – Real-time Insights

- Dashboards for route profitability, customer satisfaction, and booking trends.
- Predictive analytics to forecast passenger load, cancellation risk, and demand.

● Benefits: Business Outcomes Delivered

Benefit	Impact
 Customer 360 View	Personalized experiences, better retention
 Process Automation	Reduced manual work, faster response times
 Smarter Campaigns	Increased engagement and conversion
 Live Dashboards	Proactive decision-making
 Omni-channel Support	Unified customer service across all touchpoints
 Operational Efficiency	Streamlined operations reduce costs

Example Use Case: Flight Cancellation Workflow

Before Salesforce: Customer emails → Manual ticket → Agent looks up systems → Refund processed after days.

With Salesforce:

Customer uses portal or chatbot → Case auto-created → Rules engine triggers refund → Status updates sent via SMS/email in real time.

Conclusion

The **Salesforce ecosystem** offers an ideal **Problem-Solution Fit** for airline companies aiming to modernize and digitize their customer experience, streamline operations, and gain a competitive edge. From improving service quality to increasing ROI on marketing and reducing operational costs, Salesforce aligns perfectly with airline industry needs.

